



Retail Goods and Services Expenditures

Prepared by DCA

Counties: Clarke, AL

Top Tapestry Segments:		Demographic Summary		2007	2012
Rural Bypasses	47.5%	Population		27,255	26,762
Southern Satellites	29.8%	Households		10,715	10,672
Salt of the Earth	12.7%	Families		7,665	7,508
Home Town	5.6%	Median Age		37.3	38.6
Heartland Communities	2.5%	Median Household Income		\$31,949	\$35,170

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	53	\$1,467.80	\$15,727,529
Men's	56	\$276.65	\$2,964,296
Women's	51	\$492.25	\$5,274,423
Children's	64	\$280.39	\$3,004,355
Footwear	48	\$243.07	\$2,604,462
Watches & Jewelry	49	\$96.35	\$1,032,422
Apparel Products and Services ¹	53	\$79.10	\$847,571
Computer			
Computers and Hardware for Home Use	55	\$119.63	\$1,281,799
Software and Accessories for Home Use	50	\$14.82	\$158,771
Entertainment & Recreation	63	\$2,177.42	\$23,331,067
Fees and Admissions	46	\$281.06	\$3,011,547
Membership Fees for Clubs ²	48	\$75.85	\$812,773
Fees for Participant Sports, excl. Trips	48	\$54.93	\$588,607
Admission to Movie/Theatre/Opera/Ballet	43	\$64.24	\$688,361
Admission to Sporting Events, excl. Trips	49	\$28.38	\$304,094
Fees for Recreational Lessons	44	\$57.65	\$617,712
TV/Video/Sound Equipment	63	\$734.47	\$7,869,898
Community Antenna or Cable Television	68	\$456.43	\$4,890,684
Color Televisions	54	\$74.02	\$793,170
VCRs, Video Cameras, and DVD Players	63	\$24.43	\$261,811
Video Cassettes and DVDs	63	\$38.35	\$410,930
Video Game Hardware and Software	62	\$20.29	\$217,452
Satellite Dishes	66	\$1.02	\$10,922
Rental of Video Cassettes and DVDs	59	\$35.48	\$380,218
Sound Equipment ³	51	\$81.11	\$869,098
Rental and Repair of TV/Sound Equipment	57	\$3.32	\$35,613
Pets	77	\$336.68	\$3,607,528
Toys and Games	66	\$120.53	\$1,291,437
Recreational Vehicles and Fees ⁴	79	\$360.13	\$3,858,752
Sports/Recreation/Exercise Equipment ⁵	62	\$143.89	\$1,541,786
Photo Equipment and Supplies ⁶	60	\$81.73	\$875,705
Reading ⁷	56	\$118.94	\$1,274,414
Food	65	\$5,491.81	\$58,844,707
Food at Home	68	\$3,397.32	\$36,402,248
Bakery and Cereal Products	67	\$486.19	\$5,209,528
Meat, Poultry, Fish, and Eggs	70	\$919.43	\$9,851,685
Dairy Products	67	\$371.09	\$3,976,220
Fruit and Vegetables	62	\$543.11	\$5,819,474
Snacks and Other Food at Home ⁸	69	\$1,077.49	\$11,545,341
Food Away from Home	62	\$2,094.49	\$22,442,459
Alcoholic Beverages	54	\$336.66	\$3,607,308
Nonalcoholic Beverages at Home	72	\$312.56	\$3,349,041



Retail Goods and Services Expenditures

Prepared by DCA

Counties: Clarke, AL

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	32	\$471.02	\$5,046,979
Vehicle Loans	78	\$4,782.79	\$51,247,617
Health			
Nonprescription Drugs	73	\$88.36	\$946,819
Prescription Drugs	87	\$504.49	\$5,405,608
Eyeglasses and Contact Lenses	67	\$55.73	\$597,158
Home			
Mortgage Payment and Basics ⁹	54	\$4,672.36	\$50,064,371
Maintenance and Remodeling Services	55	\$1,093.73	\$11,719,340
Maintenance and Remodeling Materials ¹⁰	78	\$293.48	\$3,144,597
Utilities, Fuel, and Public Services	70	\$3,066.06	\$32,852,863
Household Furnishings and Equipment			
Household Textiles ¹¹	57	\$79.19	\$848,472
Furniture	53	\$343.57	\$3,681,379
Floor Coverings	50	\$45.10	\$483,248
Major Appliances ¹²	70	\$204.66	\$2,192,925
Housewares ¹³	58	\$61.39	\$657,801
Small Appliances	67	\$24.67	\$264,357
Luggage	43	\$4.47	\$47,862
Telephones and Accessories	58	\$27.74	\$297,226
Household Operations			
Child Care	45	\$189.67	\$2,032,360
Lawn and Garden ¹⁴	81	\$360.59	\$3,863,700
Moving/Storage/Freight Express	52	\$27.89	\$298,830
Housekeeping Supplies ¹⁵	70	\$536.17	\$5,745,013
Insurance			
Owners and Renters Insurance	74	\$352.20	\$3,773,864
Vehicle Insurance	67	\$986.01	\$10,565,150
Life/Other Insurance	71	\$451.05	\$4,832,991
Health Insurance	76	\$1,496.35	\$16,033,424
Personal Care Products ¹⁶	64	\$301.37	\$3,229,164
School Books and Supplies ¹⁷	55	\$65.83	\$705,335
Smoking Products	84	\$406.91	\$4,359,996
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	76	\$4,368.71	\$46,810,728
Gasoline and Motor Oil	77	\$1,569.27	\$16,814,699
Vehicle Maintenance and Repairs	64	\$686.00	\$7,350,502
Travel			
Airline Fares	45	\$182.04	\$1,950,548
Lodging on Trips	55	\$225.08	\$2,411,773
Auto/Truck/Van Rental on Trips	41	\$17.75	\$190,146
Food and Drink on Trips	56	\$265.05	\$2,840,050

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



Retail Goods and Services Expenditures

Prepared by DCA

Counties: Clarke, AL

¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.